

App. No. 10/084,258  
Amendment Dated June 10, 2005  
Reply to Office Action of February 10, 2005

**Amendments to the Claims:**

Claim 1 (currently amended): A computer-implemented method for automatically playing rich media presentations within an email, a banner ad, and a page, comprising:

detecting attributes relating to media play back capabilities relating to a device that is coupled to a network;

generating the rich media presentation;

providing the rich media presentation to the device; and

automatically playing the rich media presentation on the device.

Claim 2 (original): The method of Claim 1, further comprising determining when a rich media presentation is contained within the email, the banner ad, and the page.

Claim 3 (original): The method of Claim 2, further comprising determining when the device supports playing the rich media presentation, and when, optimizing the rich media presentation for the device based on the detected attributes; otherwise, providing the device with a link to the rich media presentation.

Claim 4 (original): The method of Claim 3, wherein when the rich media presentation is within the banner ad, further comprises making the banner ad selectable by the device; and performing an action when the banner ad is selected.

Claim 5 (original): The method of Claim 3, further comprising providing a client the ability to modify characteristics associated with the rich media presentation.

Claim 6 (original): The method of Claim 5, wherein providing the rich media presentation to the device, further comprises utilizing an ad serving engine.

Claim 7 (original): The method of Claim 5, wherein providing the rich media presentation to the device, further comprises using an email serving engine.

App. No. 10/084,258  
Amendment Dated June 10, 2005  
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**Claim 8 (original):** The method of Claim 5, further comprising delivering an image to the device that is displayed on the device at a location relating to the rich media presentation.

**Claim 9 (original):** The method of Claim 5, wherein generating the rich media presentation for the device, further comprises:

generating a virtual player optimized for the device;

generating a presentation package optimized for the device; and

generating the media package for the device.

**Claim 10 (currently amended):** A modulated data signal ~~embodied in a carrier wave and representing having computer executable instructions embodied thereon for providing a rich media presentation within an email, a banner ad, and a page to a device over a network,~~ comprising:

determining when the rich media presentation is contained within the email, the banner ad, and the page;

detecting attributes relating to media play back capabilities relating to a device that is coupled to a network;

generating the rich media presentation;

providing the rich media presentation to the device; and

automatically playing the rich media presentation on the device.

**Claim 11 (original):** The modulated data signal of Claim 10, further comprising determining when the device supports playing the rich media presentation, and when, optimizing the rich media presentation for the device based on the detected attributes; otherwise, providing the device with a link to the rich media presentation.

**Claim 12 (original):** The modulated data signal of Claim 11, wherein when the rich media presentation is within the banner ad, further comprises making the banner ad selectable by the device; and performing an action when the banner ad is selected.

App. No. 10/084,258  
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**Claim 13 (original):** The modulated data signal of Claim 12, wherein providing the rich media presentation to the device, further comprises utilizing an ad serving engine.

**Claim 14 (original):** The modulated data signal of Claim 12, wherein providing the rich media presentation to the device, further comprises using an email serving engine.

**Claim 15 (original):** The modulated data signal of Claim 12, further comprising delivering an image to the device that is displayed on the device at a location relating to the rich media presentation.

**Claim 16 (currently amended):** A system for providing a rich media presentation within an email, a banner ad, and a page to a device over a network, comprising:

(a) — a processor and a computer-readable medium;

(b) — an operating environment stored on the computer-readable medium and executing on the processor;

(c) — a communication connection device operating under the control of the operating environment;

(d) — a rich media presentation application operating under the control of the operating environment and operative to perform actions, including:

determining when the rich media presentation is contained within the email, the banner ad, and the page;

detecting attributes relating to media play back capabilities relating to a device that is coupled to a network;

generating the rich media presentation;

providing the rich media presentation to the device; and

automatically playing the rich media presentation on the device.

**Claim 17 (original):** The system of Claim 16, wherein the rich media presentation application actions further comprises determining when the device supports playing the rich

App. No. 10/084,258  
Amendment Dated June 10, 2005  
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media presentation, and when, optimizing the rich media presentation for the device based on the detected attributes; otherwise, providing the device with a link to the rich media presentation.

**Claim 18 (original):** The system of Claim 17, wherein when the rich media presentation is within the banner ad, further comprises making the banner ad selectable by the device; and performing an action when the banner ad is selected.

**Claim 19 (original):** The system of Claim 17, wherein providing the rich media presentation to the device, further comprises utilizing an ad serving engine.

**Claim 20 (original):** The system of Claim 17, wherein providing the rich media presentation to the device, further comprises using an email serving engine.

**Claim 21 (original):** The system of Claim 17, further comprising delivering an image to the device that is displayed on the device at a location relating to the rich media presentation.

**Claim 22 (currently amended):** A method for automatically playing rich media presentations within an email, a banner ad, and a page, comprising:

a means for determining when the rich media presentation is within the email, the banner ad, and the page;

a means for detecting attributes relating to media play back capabilities relating to a device that is coupled to a network;

a means for generating the rich media presentation;

a means for providing the rich media presentation to the device; and

a means for automatically playing the rich media presentation on the device.